

In the Abstract

Disclosed is a system and method for auctioning utilizing a broadcast-based device-is disclosed. In one embodiment, a user customizes auction-related non-broadcast content by providing user preferences and settings via an online user interface. This customized auction-related non-broadcast content then enables the user to participate in auctions using a broadcast-based client-side device. In one embodiment, the user preferences and settings include settings for various purchase options for the user, such as payment preferences and delivery preferences.